

PROCEIVE CASE STUDY 'TRY'

It's not Boring. Pinky promise.

2021

**MELLOR
& SMITH**


PROCEIVE
ADVANCED FERTILITY SUPPLEMENT

The challenge

Imagine you tell someone you can make them the best sandwich they've ever tasted, but you can't tell them what's IN the sandwich.

But you really really want to persuade them that this is the **best** sandwich for them; sure, it's more expensive than other sandwiches, but it'll be so worth it in the end.

So we were selling a product without giving the customer the filling. Which is not easy.



Ok, but what the blazes is Proceive?

Proceive is a pregnancy supplement with 10 times the amount of vitamins and minerals than other brands.

It's incredibly successful, and three times more expensive than the category leader, Pregnacare – who are the Goliath of pregnancy supplements.

Proceive originally launched with a pre-pregnancy product, to help couples to conceive.

After a successful launch of the conception product they launched a second product - a supplement taken throughout all 3 trimesters, helping women to continue to grow the healthiest baby they can.



Back to the problem we faced.

Unfortunately, they just *didn't* have the budget to run separate campaigns for each product. So instead, they wanted to promote the range as a whole, without each promoting each product individually.

Why is that a problem?

Proceive is still a fairly new brand, still in its infancy, and therefore not yet established.

But they still have to battle against their Goliath, Pregnacare. Whose deep pockets have ensured they're the pregnancy supplement on everyone's lips.

So it was going to be risky to run a brand-led campaign, where the brand isn't particularly well-known and when we can't specifically tell the customer what problem the brand answers.





Why light a fire?

Constantly banging the drum with memorable campaigns, that differentiate a brand from its competition leads to long-term brand building. And ultimately creates the holy grail of marketing: mental availability.

So retailers want to see a brand investing in their product lines. In Proceive's case, Boots was the target. Boots want to feel confident that brands that they stock will drive footfall into their stores to buy those products and more.

And what achieves that? Great advertising, that builds brands and makes them famous.

Proceive needed an emotion-led brand building campaign that also drove people to buy the product.

Challenge Numero Deux

Your mate Sharon doesn't separate the 'making a baby', and 'growing a baby' parts.

Most people's idea of making a baby is one journey. It starts with checking when you're ovulating and finishes when your legs are in stirrups pushing for your life.

How could we differentiate between conception and pregnancy, and that Proceive has products for both? Positioning them as a brand that can help lead you through the entire pregnancy journey?

It all sounds the same – doesn't it?



We had an idea – a wordy idea.

The English language is known for its Homophones. They're words that have the same sound, but are different in meaning. **Try** and **Tri** were our seraphic protagonists.

Proceive are there for people when they're trying. And are still there through the three trimesters.

From try, try, try to tri, tri, tri.

We answered the challenge using artistic alliteration to show conception to pregnancy and through to the trimesters.

Etymologist, Logophile and downright articulate Englishman Stephen Fry explains the power of words:

"It all comes down to language. If you've got it, use it. Don't be afraid of it. Words are free. Use language to seduce, charm, excite, please, affirm and tickle those that you talk to. It is language that makes me, you, and every single one of us, human."



**From try, try, try.
To tri, tri, tri.**



Tailored nutrition from the birds and the bees, to bump and baby.



Available at Proceive.com and **Boots** Holland&Barrett

JCDecaux



Results? Let's toot our horn.

The campaign was a huge success.

The campaign resulted in a 35% uplift in sales at Boots and Holland & Barrett.

And it also resulted in Boots doubling the number of SKU's they stock in store. Priceless.

Nearest competitor Pregnacare outspends Proceive's advertising by 20:1, yet Proceive were able to increase sales, increase brand salience, increase the number of listings and get on the best-seller list.

All because they lit a fire and got famous. Not bad for a little guy taking on a Goliath.

Any bumps in the road?

We knew the Proceive team would err on the side of caution and would be naturally careful.

12 months ago they wouldn't have made this kind of campaign. But it's testament to the strong bond and mutual trust, because over two campaigns we've created work that has grown their business exponentially.

Can they be the most famous brand in their category?

Abso-fricking-lutely. Invest in the long-term with campaigns that grow the brands mental-availability. So when someone is stood in the aisle at Boots, they pick up a pack of Proceive and not the other brand.

Mellor&Smith, outthinking the competition.

Oh, and 'we' got pregnant*.

*the Mellor&Smith copywriter (who was trying) succumbed to the strength of her creativity and conceived at time of launch.

Powerful words.



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